



February 12, 2018

## Volkswagen is "World's best creative advertiser"

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- Volkswagen takes first place in the Gunn 100 ranking for creative advertisers
  - More than 40 creative competitions in the advertising industry evaluated for ranking
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Wolfsburg – In the Gunn 100 international creative ranking that appears today, Volkswagen takes first place among the world's top 50 advertisers. Gunn 100 is part of the world-renowned Gunn Report, which is published annually by marketing intelligence company WARC and identifies the most widely honored new work of the advertising industry.

# GUNN 100

Volkswagen is "World's best creative advertiser"

is committed to creative advertising that convinces customers. This honor shows that our campaigns throughout the world have reached a top-class level. This first place will provide the entire team with motivation to do even better and to defend the title."

The Gunn Report was established in 1999 by Donald Gunn and sees itself as the global index of creative excellence in advertising. Since it was first published, the Gunn Report has become one of the key analyses of advertising campaigns throughout the world.

The Gunn Report includes the Gunn 100, which lists the 100 most creative campaigns as well as the 50 best brands, agencies, agency networks and countries. The annual ranking is based on performance in the 40 most important global, regional and local creative competitions and is led by Volkswagen in 2017.

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### About the Volkswagen brand: "We make the future real"

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen produced more than 6 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has 7,700 dealerships with 74,000 employees.

Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

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Jochen Sengpiehl, Head of Marketing of the Volkswagen brand, says: "We are very pleased that Volkswagen has been named best advertiser of the world in 2017. Our campaigns are based on a tremendous passion for the automobile and people. Volkswagen

### Press contact

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